



Atty. Dkt. No. 016907-1228

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicants: Kazuhiro OGURA et al.

Title: ADVERTISEMENT SYSTEM AND METHOD FOR PROVIDING ADVERTISEMENT OF MERCHANDISE TO PLURAL USERS (as amended)

Appl. No.: 09/845,258

Appl. Filing Date: May 1, 2001

Examiner: Namrata Boveja

Art Unit: 3622

Confirmation No.: 2847

**SUBMISSION WITH RCE**

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Final Office Action dated May 22, 2006, concerning the above-referenced patent application.

**Amendments to the Specification** begin on page 2 of this document.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 3 of this document.

**Remarks/Arguments** begin on page 6 of this document.

Please amend the application as follows: